Sense 83

Communications Productivity

A Communications, Marketing and Design Publication of Lippincott & Margulies, Inc.

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Lippincott & Margulies, Inc.

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Corporations do not grow, prosper and remain viable by standing still. The management of change is the abiding top-level challenge. And just as the corporation must—in the course of its history—redefine its identity, its purpose, its goals, so, too, it must prepare itself to engage in new ways of communicating productively with its many and varied publics.

It is no easy task for the Chief Executive Officer to "harness the corporate communications horses so that they are all pulling the same wagon." Corporations everywhere impart impressions and information to the world in many different ways through diverse media—product

A corporation must prepare itself to engage in new ways of communicating productively with its many publics.

advertising, corporate advertising, issue advertising, product literature, annual reports, financial information, and in hundreds of other forms. And the products and services themselves can be said to be a form of communications. But, too often, there are no clearly-defined central corporate communications objectives which can govern these "public utterances."

Just at the corporate level for example, investor relations may report to the Chief Financial Officer, media relations may be internal and report to the head of the corporate communications, and corporate and issue advertising may report to the advertising director. Yet, rarely do all these disciplines have focused goals or specific objectives in common. On the contrary, quite often they are horses pulling the corporate wagon in different directions.

For a company's communications to be truly productive, cost-efficient and cost-effective, they should supplement and complement one another by, at the very minimum, addressing common overall corporate communications objectives... short-term as well as long-term.

For a company's communications to be truly productive, cost-efficient and effective, they should supplement and complement one another by, at the very minimum, addressing common overall corporate communications objectives ... near-term as well as long-term.

Thus, it is not surprising that one key question in the decade ahead will be heard over and over again.

"What can we do to achieve greater communications productivity?"

The Chief Executive Officer raising that question is not attempting to second-guess his advertising manager or add day-to-day public relations duties to his already crowded schedule.

Instead, he is acknowledging that enhanced communications productivity can make the critical difference in the ability of his corporation to:

- grow and prosper through sound mergers and acquisitions;
- generate capital when needed;
- discourage hostile takeover moves;
- increase market share;

Abbott International, Ltd.▶

The Problem: Abbott International, Ltd., a major manufacturer and marketer of health care products worldwide, wanted to update the packaging of its line of pharmaceutical products sold in 130 foreign markets. And it wanted to achieve the kind of consistent and effective marketing stance that would position it for competitive growth on an international scale.

The Lippincott & Margulies Approach: Lippincott & Margulies conducted its initial research and analysis at Abbott International headquarters, studying the company's long-range marketing objectives, its likely direction for future growth and exploring the kinds of markets the company serves today and might expand into tomorrow.

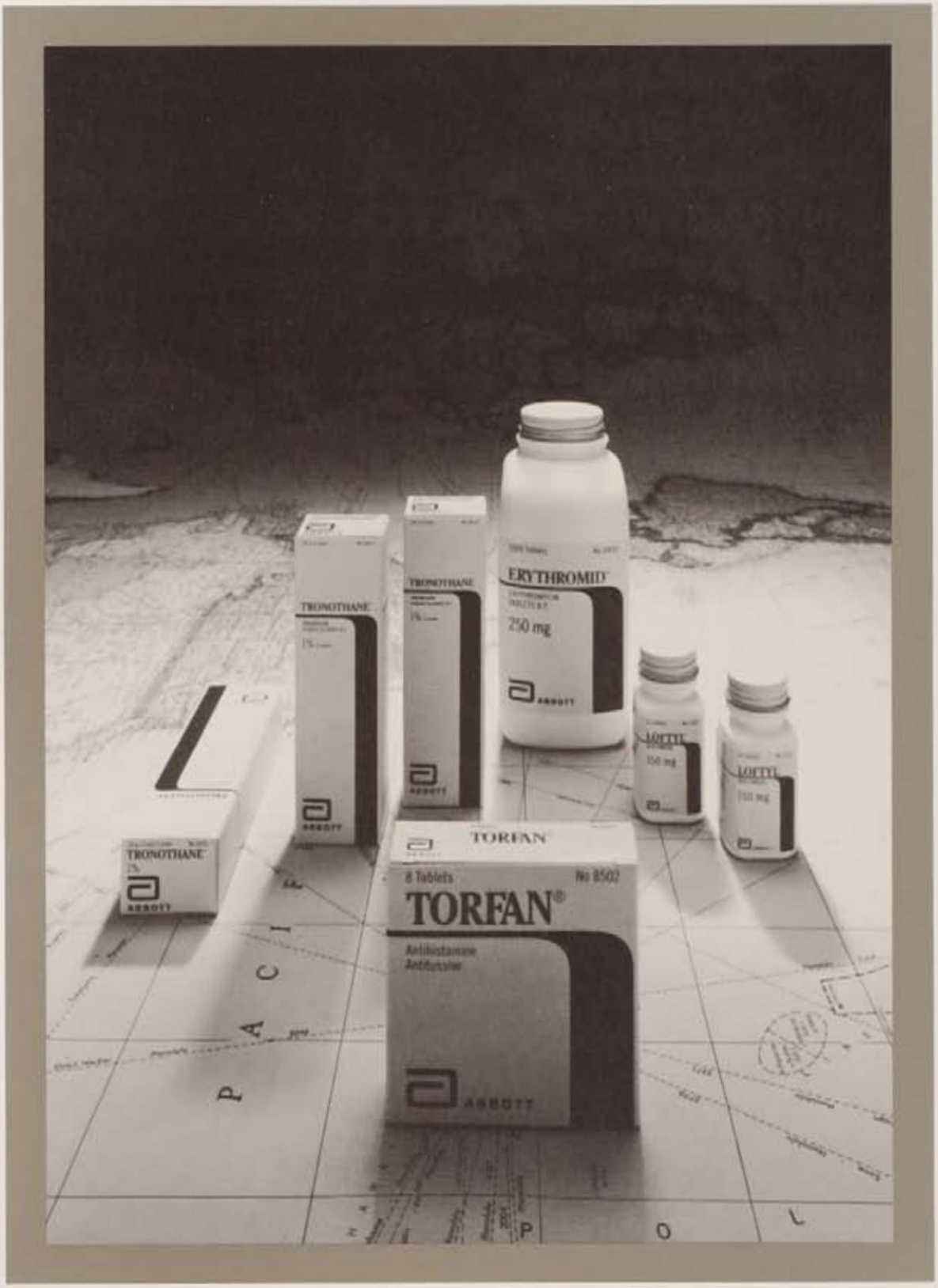
The Lippincott & Margulies team also evaluated important developments in the overall marketing plans of Abbott International. We examined the changes in the marketplace, the introduction of recent package designs and the relevance of the Abbott domestic packaging line.

Results: Lippincott & Margulies created a new communicative design that is easily adaptable to various package shapes contained in the Abbott International product line.

The new Abbott International packaging system achieved:

- A distinctive, quality look for the entire product line;
- Increasing opportunities for physicians and pharmacists to favorably associate Abbott with the products;
- A consistent and repetitive brand message;
- More favorable opportunities for effective print media presentations in which the package itself is often prominently displayed.
- Greater cost effectiveness and corporate control gained through packaging standardization; and
- Overall enhancement of the Abbott image as superior in quality, research, reliability and efficiency.

Abbott International now possesses a unified, yet flexible new packaging system, designed to accommodate both its existing and new products—while communicating internationally that they are uniquely Abbott.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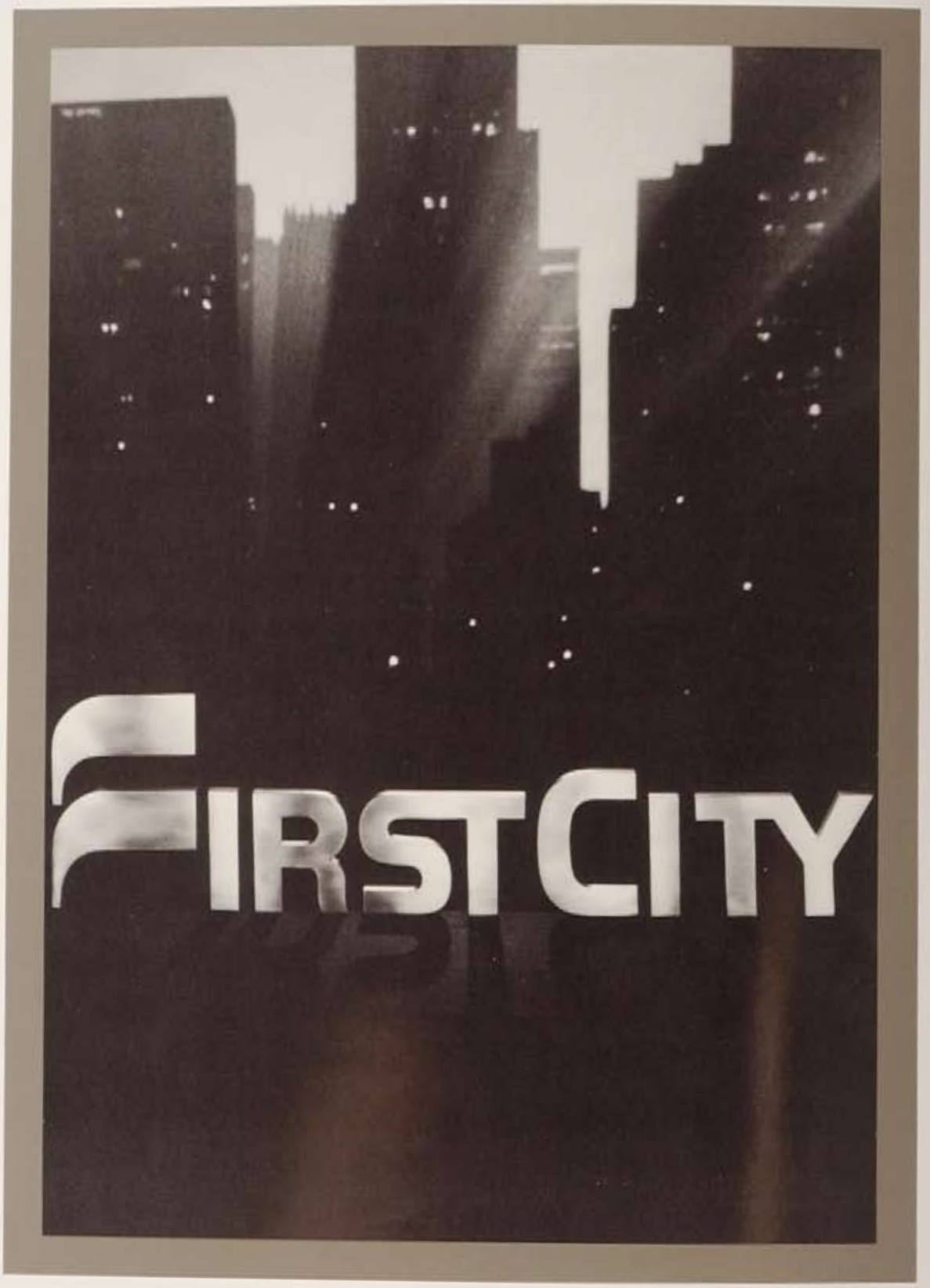

FIRSTCITY

• attract top executives, scientists and engineers;

• and establish a position of industry leadership.

True, there has always been a handful of outstanding Chief Executive Officers who made communications a top-level responsibility. But, today, that responsibility is now being thrust upon Chief Executive Officers everywhere, whether they want it or not, by a convergence of forces—most aptly summed up as clutter, cost and change.

Top management realizes, as never before, that the corporation is surrounded by a bewildering array of media options, both traditional, such as print and television, and emerging media, like cable and teletex—with each offering a dazzling array of "communicative options." While all urgently solicit the corporation.

"Don't just stand there. Say something." Anything? Perhaps. So long as the channels are filled.

No doubt the clutter will get worse before it is intelligently sorted out. Even now the average television viewer is bombarded with 1800 different messages each and every day. But one respected Madison Avenue executive promises, we will shortly "see change and upheaval, related to media communications, such as we have never seen."

If the payback for this overloading of the media channels is in doubt, the payout is not. Currently, annual advertising expenditures top $48 billion. That's $200 for every man, woman and child in the United States. By the end of the decade, those expenditures should reach $115 billion.

And that's for advertising alone. Not for financial communications or packaging or public, employee, government, and community relations, or any of the thousands of other ways the modern corporation presents itself to its various publics.

◀ **First City Bancorporation of Texas, Inc.**

The Problem: "In anticipation of the need to be even more competitive in serving our corporate and individual customers in the 1980s, it is crucial that we establish a distinctive and unified organizational identity as we continue to offer financial services within our home state of Texas and throughout the United States and elsewhere."

J. A. Elkins, Jr., Chairman of the Board of First City Bancorporation of Texas, Inc., the nation's 21st largest commercial banking company.

The Lippincott & Margulies Approach: A field survey revealed the absence of a distinguished position for the bank. And, as Lippincott & Margulies studied the corporation's plans for the future, its existing communications strategy, and the options for change, the need for a unifying and distinctive positioning and communications strategy became more apparent.

On the basis of this intensive examination, two profiles were created—one of First City as it was then perceived and one as it wanted to be perceived in the years ahead. A corporate communications strategy and program were developed to meet the company's long-term objectives.

Results: Today, First City Bancorporation of Texas, Inc., and its member banks are communicating their unified strengths with a new name and a new corporate logotype. As First City, the corporation and its member banks are equipped with a well-focused strategy and a strong communications program—consistent with the corporation's own marketing plans—to market new services, expand into new geographic areas, and to compete aggressively on new commercial, retail and international marketing fronts.

The new identification system, while retaining the equity of the previous name, signals the emergence of a repositioned bank in a fresh and distinctive way.

Making sense of this media clutter and cost entails far more than calibrating which "narrowcast" media option will most precisely target a particular segment of the audience for a particular product—or which will deliver the biggest numbers for the fewest dollars. Advertising managers and media departments are well qualified for that job.

Where clutter and cost challenge the Chief Executive Officer is in deciding just how far the corporation can afford to fragment its identity in pursuit of diverse buying publics. Or to what extent divisions and brands, for example, can be permitted to indulge in a rich media diet without distancing themselves from the financial community's perception of the corporation itself.

Enhanced communications productivity can make the critical difference in the ability of a corporation to grow and prosper through sound mergers and acquisitions; generate capital when needed; discourage hostile takeover moves; increase market share and establish a position of industry leadership.

And the biggest question of all for the Chief Executive Officer: Just what is this corporation whose divisions and profit centers and brands are each filling the high-ticket media channels with their discrete—and often contradictory—messages?

Lastly, the third force that is increasingly thrusting the responsibility for communications productivity squarely upon the Chief Executive Officer is change—ongo-

Druther's▶

The Problem: When your company name says one thing, and consumer experience says something quite different—can your communications be productive?

The Lippincott & Margulies Approach: When Burger Queen Enterprises came to Lippincott & Margulies, its chain of restaurants had a good reputation for the product its name identified. The trouble was, hamburgers accounted for only 22 percent of the chain's sales.

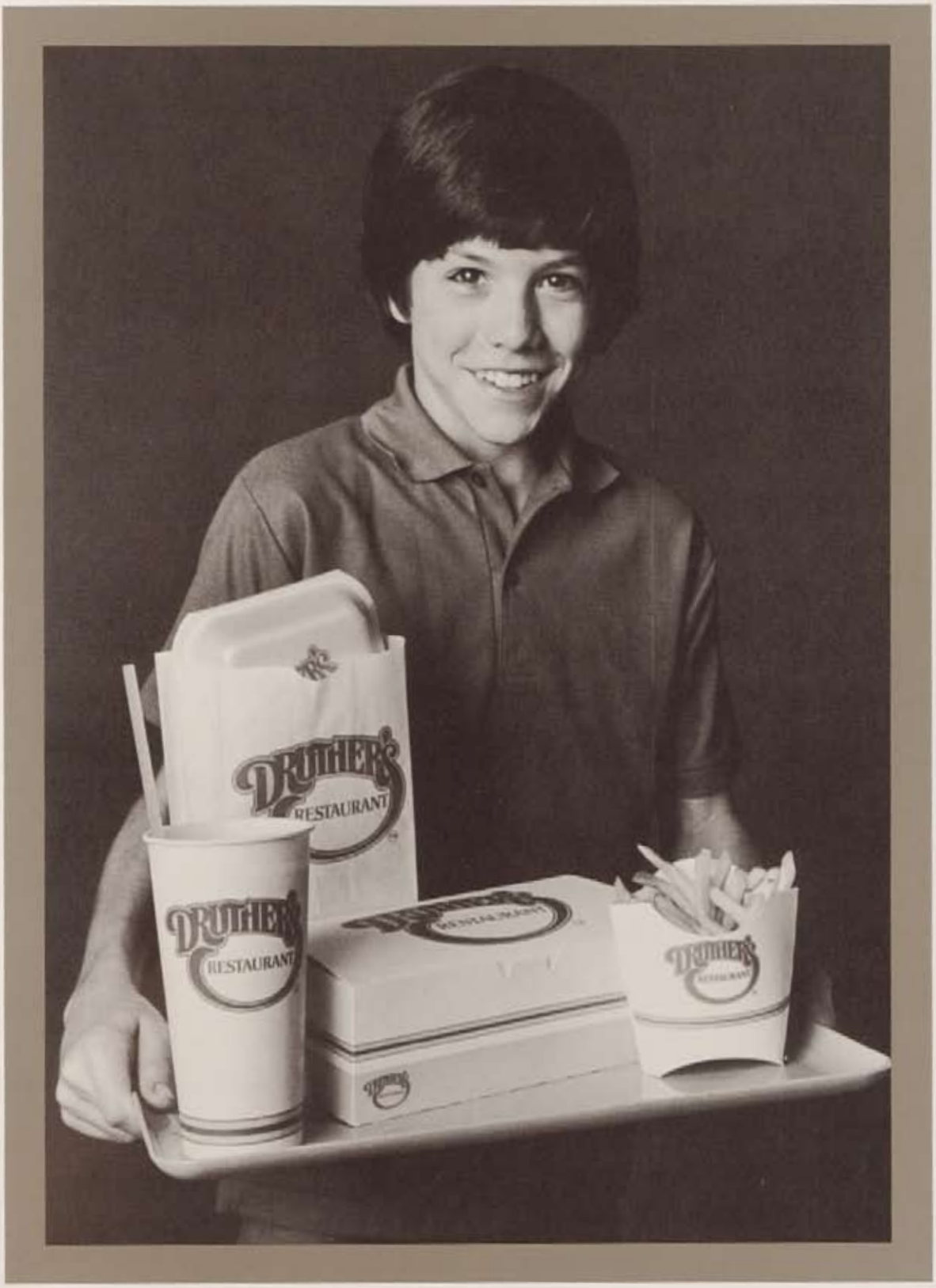
Under the aggressive leadership of its president, Burger Queen began expanding its menu. But while products and services were being transformed, the identity project by the name "Burger Queen" became communicatively unproductive—hindering not only advertising and promotional efforts, but consumer awareness.

Burger Queen Enterprises asked Lippincott & Margulies to examine its new company positioning and to examine intensively the present and future implications of a name change.

Lippincott & Margulies interviewed close to 2,000 fast food customers; studied the fast food-retail environment and generated hundreds of potential names, narrowing down the selection to three.

Results: When the name Druther's was tested, an overwhelming 92 per cent of those surveyed reacted positively.

At Druther's, the careful management of change, and the development of a new name, corporate identification system and communication strategy appropriate to a fresh marketing stance, provide the degree of communications productivity which management believes will successfully position the company for years of future growth.


DRUTHER'S
RESTAURANT
DRUTHER'S
RESTAURANT
DRUTHER'S

ROTAN MOSLE
Investment Services

ing change—in the nature and structure of the corporation itself. And principally, ongoing change in the environment in which the corporation competes for survival and growth.

Clearly, corporations do not grow or become great by standing still. If one corporation does not move, its competition does. Or its customers leave it far behind as they take off in pursuit of new values, new life-styles, and even newer technologies.

Yet, management's reluctance and/or inability to come to grips with change is, without doubt, the single greatest factor in today's costly and unproductive communications jungle.

The evidence is everywhere. For example:

• A corporation merges with or acquires other companies, but fails to forge a new identity reflective of its new strengths, or

• A corporation highly successful in one industry diversifies into quite a different industry without grounding its investors or customers in its underlying strategy—if there happens to be one, or

• A long-established corporation continues to upgrade its research and development and continues to outperform competition in the marketplace. Yet analysts and investors no longer perceive it to be the hard-driving organization it once was, or

• A corporation enjoys one of the best performance records in its industry and, with justifiable pride, has always "let the figures speak for themselves." Trouble is, the industry is changing. Smaller but seemingly more glamorous newcomers are entering, dimming by contrast the lustre of the old packages, the old name. For stockholders, the newcomers' promise of future earnings all but drown out the

◀ Rotan Mosle

The Problem: Houston-based Rotan Mosle, probably the premier regional brokerage firm in the nation, widely acknowledged for its excellence, came to Lippincott & Margulies for assistance in improving its communications productivity. And for good reasons. It wanted to broaden its business base to include more than institutional markets and to expand its corporate finance department. To position itself for this task, the company wanted a far stronger communications capability than it had hitherto enjoyed.

The Lippincott & Margulies Approach: Research and interviews confirmed that the reputation of Rotan Mosle among institutional clients, individual customers, and executives of competing brokerage firms was indeed a fine one. But the company's corporate communications system did not clearly project a comparable image of excellence.

Lippincott & Margulies, in developing a new, more appropriate and more productive communicative stance for Rotan Mosle, found it necessary to achieve a balance between two important equities. On the one hand, there was the need to coordinate the physical "look" of all printed materials so as to create a strong, unified impression among the recipients; on the other hand, it had to be recognized that Rotan Mosle is a partnership of individual and specialized investment experts. While their assessments carry the endorsement of the firm and its management, the views of the analysts are their own. Any stylistic format which would inhibit individual expression would inevitably prove counterproductive.

Results: A new corporate identification system addressed both of these needs—conveying the firm's conservative dynamism and high professionalism, while still being flexible enough to allow for other informational products in the future. The corporate communications program is now properly targeted toward the recipient of materials, not the department of origin or the nature of the subject.

figures that used to speak for themselves.

• Or, there is the corporation that, through diversification, has heroically raised itself out of an obsolete industry, but has not managed to shake off an obsolete identity.

• Or even, the long-established company whose quality products have become household names—in the households of previous generations of consumers.

The list of examples can be extended ad infinitum. Yes, there are good reasons why the mismanagement or non-management of change is so widespread today—and why the consequent decline in communications productivity is so costly and hazardous.

But, coordinating a total communications position to financial analysts, stockholders, investment bankers, consumers, employees, government and the press—is a challenging responsibility. And the organizational pressures are admittedly tremendous. These encompass not only the pressure to show quarter-to-quarter profit gains, and the short-term vision encouraged by rewarding managers on the basis of those gains, but, the "crisis atmosphere" that prevails in so many corporate suites—especially for those responding to the news that their corporation is on a "hit list" of takeover targets—or to an invitation to play the role of a "white knight" and make what seems, at first glance, a dandy acquisition.

But beware—responding to change is not the same as managing change. Nor is fattening the communications budget and crowding the media channels with still more messages the same as enhancing a corporation's communications productivity.

The challenge here is to pull together the wide variety of the modern corporation's existence. To make this

variety part of an integrating and reinforcing corporate identity. And to communicate this identity—in itself and through its parts—to all of the corporation's publics.

That's not the easiest or simplest job in the world. It demands the full commitment of the Chief Executive Officer. It demands excellence at the corporate communications level. And very often it remands the professional services of an outside consulting firm, a firm with no vested interest in any of the communications media, and a firm that will bring to the assignment objectivity, proven expertise, and broadly based experience in corporate identity and corporate communications planning.

This objectivity and professional expertise can be of critical importance to the Chief Executive Officer in several ways. It helps him to:

1. Discern and assess the corporation's unique strengths—strengths which are often hidden from management by day-to-day pressures and responsibilities;

Fattening the communications budget and crowding the media channels with still more messages is not the same as enhancing a corporation's communication productivity.

2. Gain an unbiased comprehension of how the corporation is perceived by its important and frequently diverse publics;

3. Determine precisely what the corporation is today, in the view of management and in the views of its publics, and where management wants it to be five and ten years from now;

4. Develop a corporate philosophy consonant with this sense of future direction; and,

5. Devise a corporate strategy that meets long-term objectives to achieve specific communications goals.

In implementing this kind of assistance, the consulting firm may:

• Audit the corporation's organizational structure—to determine whether divisions and profit centers, for example, are combined for maximum communicative impact on the financial community—or whether the corporate whole is viewed as less than the sum of its parts;

• Clarify, through intensive research, how the corporation itself perceives its assets—and, after extensive field interviewing, measure the internal perception against the views held by the corporation's publics;

The challenge is to develop an integrated corporate identity and to communicate this identity —in itself—and through its parts—to all of the corporation's publics.

• Develop, after extensive research and analysis, communications programs addressed to specific needs—from a financial communications planning program aimed at refocusing the attention of Wall Street in a positive manner, to a comprehensive identity and corporate communications program that could entail a name change, new corporate graphics and/or total identification system embracing all its divisions.

In itemizing the assistance in this fashion, we use the conditional "may" advisedly. Because there are no off-

American Greetings ▶ Corporation

The Problem: American Greetings Corporation, a highly creative greeting card and allied products company, had been extremely successful in the development of "character merchandising" but, to its various publics, the company often projected a fragmented communications stance. There was often confusion among its many audiences as to the areas of business in which the company was involved—with many of the company's products and characters overshadowing the corporate identity of the parent.

The Lippincott & Margulies Approach: Lippincott & Margulies was commissioned to assist American Greetings in developing a new graphic posture that would aggressively and distinctively reposition the company's corporate and retail identity.

Our analysis confirmed that the company's corporate logotype, a realistically-styled rose, did appear in various forms throughout many of the retail lines and was often perceived by consumers as "dated." Lippincott & Margulies then began an intensive search for a symbol that would unify the company's image while still conveying the nature and "sentiment" of the company's business. Our research revealed that there was tremendous existing equity inherent in the "rose," but the corporate identification system lacked a streamlined and modernized appearance.

Results: Today, American Greetings Corporation has established greater visability in the marketplace and in the business community by adopting a more productive, updated and contemporary corporate "look." Without sacrificing "sentiment" or tradition, the upgraded identity functions equally well on a broad range of products.

AMERICAN GREETINGS

CAJERA

◀ **Burger Boy**

The Problem: In Mexico today, a wider distribution of purchasing power is resulting in dramatic changes in the way people spend their leisure time. One corporation which responded in goal-directed fashion to this cultural shift is Cerveceria Cuauhtemoc, a diversified company which staked out an early and ambitious claim for primacy in the fast food industry with the acquisition and transformation of Burger Boy.

In acquiring the Burger Boy chain, Cerveceria gained an operating base from which to launch its expansion into the fast food field. However, research revealed that at the time of acquisition, Burger Boy lacked several necessary ingredients for success—quality food, fast service, attractive facilities and effective promotion.

The Lippincott & Margulies Approach: Lippincott & Margulies, Ltd., was requested to evaluate the chain and to establish the criteria for a new overall retail presence geared to Cerveceria's ambitious plans.

Lippincott & Margulies' first step was to discuss with Burger Boy management, in Mexico, the full range of expansion plans.

Out of this evaluation grew the definition of the values to be associated with the new Burger Boy. Comprehensive sketches were presented to management, illustrating how these values could be achieved in terms of architecture and service.

Once a particular approach was agreed upon, Lippincott & Margulies proceeded to design a prototype unit that combines proven elements of successful fast food operations with indigenous Mexican characteristics. The prototype unit was also designed to serve as a striking example of identity through architecture.

Results: Not only did Lippincott & Margulies aid Cerveceria Cuauhtemoc in establishing the first American style fast food chain, developed, managed and owned by a Mexican company, but it integrated innovative environmental marketing design solutions into the problems evident when Cerveceria acquired the chain. In this instance, environmental design was a major factor in achieving communications productivity.

the-shelf solutions for enhancing communications productivity, whether it be for the corporation as a whole, or for one facet of its operations.

For one corporation, increased communications productivity may entail examining and restructuring its product mix. For another it might mean imposing order on a proliferation of brand names that were confusing consumers, confusing Wall Street, and dissipating promotional dollars.

But, here too, and in packaging and in retail environments, the sense of where the corporation is going, must govern. Cohesion and harmony in brand identification are certainly desirable. But that cohesion must grow out of the underlying purpose of the program, the soundness of the research on which the program is based and the role assigned to that program in the corporation's pursuit of its long-term goals.

Today, many corporations compete in marketplaces where virtually everybody offers the same services. Financial institutions, retailers, airlines are just a few that spring immediately to mind. Only through increasingly productive communications strategies can such companies project their individuality and differentiate themselves from their competitors.

Tomorrow (and in some areas of the country, quite literally tomorrow) corporations will communicate with customers in a fashion undreamed of just a decade ago. Retailers like J. C. Penney and Sears Roebuck are already testing electronic shopping catalogues. Merrill Lynch, with 8000 terminals now in its offices, expects to use home-based retrieval systems (videotax) not just to service accounts but to attract new business. So do American Express, Chemical Bank and others.

Only through increasingly productive communications strategies can companies project their individuality and differentiate themselves from their competitors.

Automated transactions are already changing the way we communicate, live, do business, and will do so even more radically tomorrow. But even in the impending "wired society," Chief Executive Officers will be searching for ways to make more productive their communications to the financial community, consumers, and their other vital publics.

No matter what developments occur in the execution of corporate communications, the building blocks of communications productivity will remain virtually unchanged. These building blocks are: a knowledge of what the corporation is and wants to be; a vigilant monitoring of changing values and expectations among one's publics; the goal-directed management of change; a clear, positive and forceful corporate identity; and expertly and professionally developed corporate communications planning.

United Van Lines▶

The Problem: Twenty years ago, when the use of vehicle graphics to help establish a company's image was in its infancy, Lippincott & Margulies' introduction of a graphic presence or "look" for United Van Lines' trucks was considered an innovation in the industry.

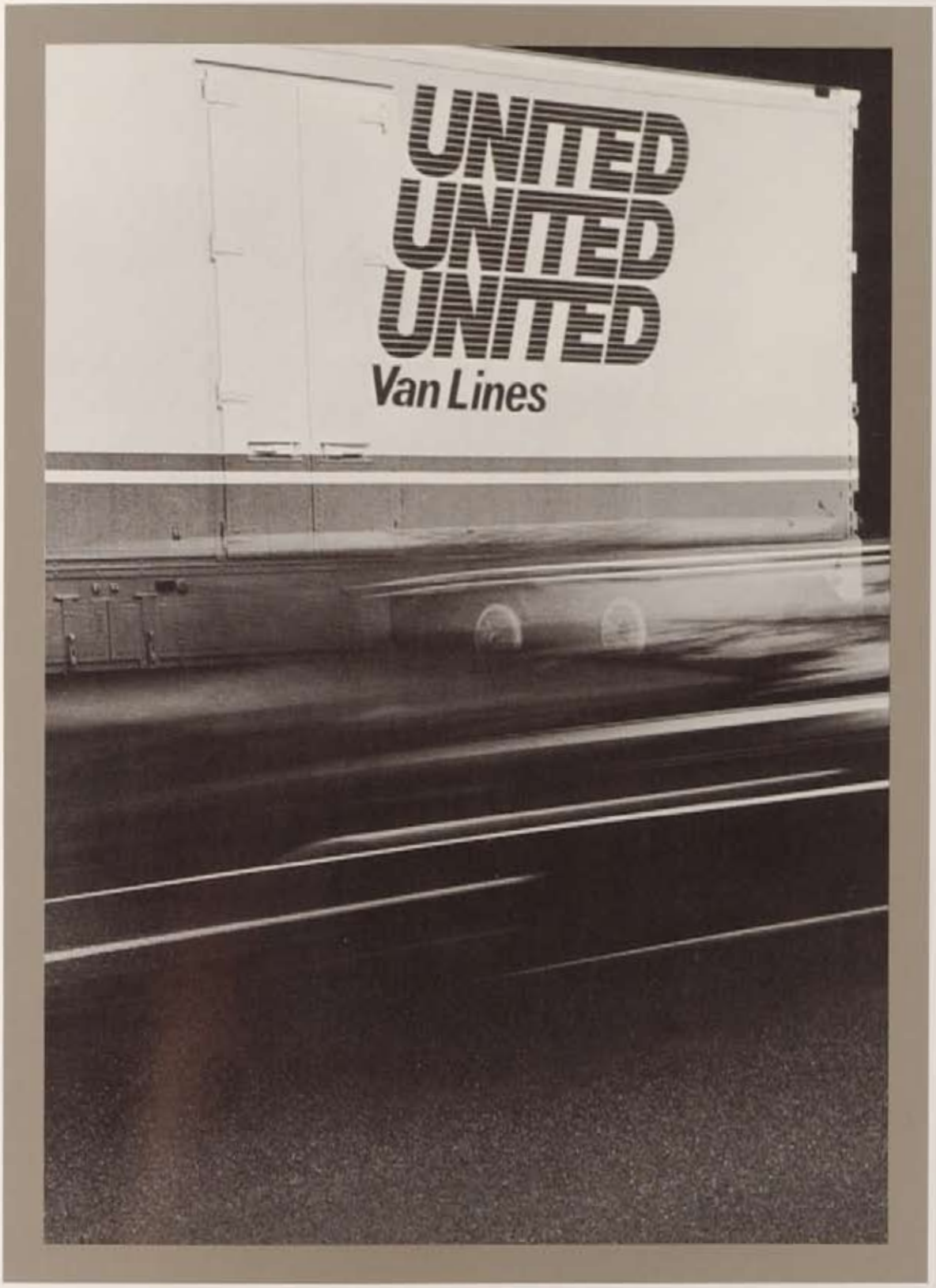
But it is the nature of successful innovation to become everybody's practice. And over the years, the nation's highways became crowded with truck identification systems. Not surprisingly, United Van Lines' image was losing its former lustre.

The Lippincott & Margulies Approach: Lippincott & Margulies' research confirmed what management suspected. While forging ahead in business performance, the company no longer enjoyed the kind of communicatively productive identification system required to set the company apart as an industry leader.

To close the image gap between this diminished perception of the company and the positive reality of its achievements, and to refocus attention on United Van Lines as a strong industry leader, a new identification and graphic communications system was developed. A system that would provide a simple, bold and clear statement of identity capable of standing out from the crowd and one that would accommodate the special needs of a company comprising many autonomous agencies.

Results: A new communicative name, "United," became the focal point of the new identification system and with a new logotype, set the theme for the entire identification system.

Today, United enjoys the degree of communications productivity which an aggressive management believed would be important for attaining its future corporate communications goals.


UNITED
UNITED
UNITED
Van Lines

How Productive is Your Corporate Communications Program?

The following checklist can aid you in evaluating your current program.

Can we clearly and precisely state the kind of company we are?	Yes ☐	No ☐
Do we know our corporation's unique strengths—and weaknesses?	Yes ☐	No ☐
Can we identify in which areas our company should seek growth?	Yes ☐	No ☐
Should we divest ourselves of some companies—possibly even profitable ones—because they ultimately will hinder the attainment of long-range growth?	Yes ☐	No ☐
Have mergers, acquisitions, diversification, the creation of diverse profit centers, strengthened our corporate presence?	Yes ☐	No ☐
Or, have they diluted effectiveness in functioning as a corporate entity?	Yes ☐	No ☐
Is our price/earnings ratio dangerously low—attracting hostile takeovers?	Yes ☐	No ☐
When we approach lending institutions for capital, do they see our true strengths, understand where we are headed?	Yes ☐	No ☐
Or, is each approach a start from scratch, an uphill road leading to an unconvinced source?	Yes ☐	No ☐
Is our management assessed on Wall Street, not just for its ability to produce earnings each quarter, but for its qualities of leadership and vision?	Yes ☐	No ☐
Does Wall Street really understand our company?	Yes ☐	No ☐
Or, does Wall Street see us in terms of our most viable products or divisions only?	Yes ☐	No ☐
Are we getting credit for our advanced technology, energy-efficient operations, increased productivity?	Yes ☐	No ☐
Do we stand out against our direct competition?	Yes ☐	No ☐
Do government and the media look to our executives when our industry is being discussed on "The Hill" or industry articles are being written?	Yes ☐	No ☐
Are we fragmenting our communications efforts—by telling one story to analysts, another to consumers and a third to employees?	Yes ☐	No ☐
Are our promotional efforts—packaging, retail interiors, plant sites, advertising, house organs, vehicles—fragmented?	Yes ☐	No ☐
Are our brands organized into a cohesive and mutually supportive system? Or, do perhaps 50 or 100 different brands take off independently, yielding no carry-over value and thus escalating brand promotion costs?	Yes ☐	No ☐
Are the communications efforts of our companies and/or profit centers integrated into a total communications system, carrying one corporate identity to many places?	Yes ☐	No ☐
Does our corporate identity—our name, symbol, perception by our publics—reflect accurately the way the company is today?	Yes ☐	No ☐
Does our corporate identity reflect "history"—where we have been—rather than where we are going?	Yes ☐	No ☐
Have we communicated our vision of the corporation to personnel at all levels—from division and brand managers down to computer programmers and retail personnel?	Yes ☐	No ☐
Does our senior management recognize its responsibility as the mainspring of our corporate identity?	Yes ☐	No ☐

Lippincott & Margulies, a pioneer in the field of corporate communications planning, offers its expertise and experience in communications, marketing and design to corporations world-wide. While each company's needs require a carefully individualized approach, the following page lists the services offered to our clients.

Corporate Communications Planning
Properly, each corporate communications plan begins with in-depth research and analysis. Management's perception of the company—what it is, where it wants to go, and how it plans to get there—is articulated. The perceptions of all of a corporation's important publics—the financial community, industrial customers and consumer audiences, employees, shareholders, government—are clearly determined.

On the basis of the research findings, Lippincott & Margulies builds the type of identity and communications programs that have helped some of the world's finest companies, large and small, to achieve their potential.

The program may include stronger financial communications planning, a new verbal and visual identification system, a new packaging strategy, or a program of environmental marketing design.

Research, evaluation and the professional implementation of communications programs intensify and communicate a company's strength. Lippincott & Margulies provides a clearly defined framework on which a corporation can build to achieve its goals, whether they include diversification, increased financing capability, protection against tender offers, attracting new customers, enhancing its appeal to outstanding executives, or increasing sales.

Financial Communications Planning
Certain disciplines make the Lippincott & Margulies strategic approach to helping clients find solutions to their communications challenges truly comprehensive. One of these is Financial Communications Planning.

Effective communication with the financial community is vital if a corporation is to prosper and grow. Whether building a precise and positive identity on Wall Street, or clarifying corporate realities and objectives to selected segments of the financial community, Lippincott & Margulies offers a highly specialized financial communications planning service including:

- Perception studies and audits of client financial communications by sector;
- Assessment of individual industry category economic outlooks;
- Evaluations of institutional/retail equity weightings by segment; and,
- Specific strategic communications counsel affecting a client's communications with the financial community.

Corporate Identification Systems
A corporate identification system is a cohesive, distinctive way of identifying a corporation, its divisions, affiliates, products and services.

Such a system, based on a corporation's strengths and goals, professionally planned and implemented, can strengthen the parent corporation in the eyes of its major publics. In addition, it can also lend the stature and prestige of the overall corporation to its divisions, affiliates, products and services.

In well-conceived corporate identification systems, all elements—advertising, signage, annual reports, buildings, equipment and packaging—are placed in the service of a communications goal.

The use of a distinctive, contemporary and appropriate sign or symbol can communicate quality and service. It can communicate the feeling of an "old friend"—or a new departure.

Name Development
Corporate identity is a constantly evolving discipline; even the best of names is not forever.

As a corporation grows, moves into new markets or regions, diversifies, merges, or seeks a modern profile in a more sophisticated, competitive marketplace, its name may become limiting, cumbersome, archaic or complex.

Product names can lose their lustre in the eyes of a new generation of consumers. The introduction of new products into an already crowded marketplace requires a particular sensitivity and skill.

Lippincott & Margulies has created hundreds of dynamic corporate and brand names—many of them the most clearly perceived and positively recognized in the international business scene.

Environmental Marketing Design
Environmental Marketing Design is a relatively new discipline that has been conceived to build positive customer awareness—and increased sales—of products and services through the integration of marketing programs into the total environmental design system.

It is primarily used in retail environments—supermarkets, banks, fast-food chains, showrooms, airline ticket offices and service stations.

In environmental marketing design, architecture, fixture materials, colors, signage and graphics, all serve a specific marketing goal.

Product Development
New product development is a Lippincott & Margulies professional service that can range from the creation of one new product to the development of a broad marketing strategy. The repositioning and redesign of an existing product can significantly increase or recapture a company's share of market.

Package Planning and Design
A new package—or a new packaging system—can confer the values of an established product to a new generation of consumers. A fresh approach can carry over to several products the prestige or popularity gained by a "leader," or convey the quality identification that will justify rising prices.

Market research, product values, consumer perceptions and retailing patterns all factor into the development of a new packaging strategy.

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Consultants in Communications,
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Financial Communications Planning
Name Development
Corporate Identification Systems
Environmental Marketing Design
Product Development
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